



City Councilmember

Carl DeMaio



News Release

Tourism Ambassadors Program Launched to “Bring the Business Home”

*Local Business Leaders Asked to Use Their Influence to Attract Conferences
Corporate Meetings and Sporting Events to San Diego*

FOR IMMEDIATE RELEASE:
Monday, March 15, 2010

CONTACT: Jeff Powell, 619-236-6655
Hilary Townsend, 760-333-3385

San Diegans who hold prominent positions in business and trade associations are being asked to bring national conferences and meetings to San Diego to benefit the local economy.

Local tourism and civic leaders today kicked off the “Tourism Ambassador Program” – a regional initiative to identify San Diegans serving in these key positions and connect them with the sales and marketing team of the San Diego North Convention and Visitors Bureau. The Tourism Ambassador Program is a part of the “True North Campaign” of the San Diego North Convention & Visitors Bureau.

“By turning our business leaders into tourism ambassadors we can use their influence on national boards to bring more conventions and meetings back to San Diego and jump start visitor spending in our local economy,” commented San Diego City Councilmember Carl DeMaio who helped launch the initiative.

“It’s easy to be a tourism ambassador.” San Diego North Convention & Visitors Bureau President & CEO Cami Mattson said. “The Convention and Visitors Bureau will walk you through an easy orientation process and will give you support every step of the way.”

More than one-third of San Diego’s tourism economy comes from conventions and business meetings. Companies and trade associations typically seek input from their Board of Directors in selecting sites for these meetings. The Tourism Ambassador Program will utilize San Diegans serving in those board positions to pitch their home town.

There is also a charitable angle to the campaign. Should an Ambassador refer a lead that results in a sale, a portion of money brought in will be donated to the charity. For the initial phase of the campaign, proceeds will go to Outdoor Outreach, a local charity whose mission is to empower at-risk youth to make positive changes through a comprehensive outdoor program.

More than three dozen Tourism Ambassadors attended the first orientation session – including City Councilmember Sherri Lightner, Chairwoman of the San Diego County Board of Supervisors Pam Slater-Price and Vice Chairman of the San Diego County Board of Supervisors Bill Horn.

To become Tourism Ambassador please contact Larry Kaufman, vice president of sales at 858-764-8302 or email at lkaufman@sandiegonth.com.